Serial No. 10/043,239

IN THE ABSTRACT:

Please DELETE the Abstract in its entirety and substitute the attached new Abstract.

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ABSTRACT OF THE DISCLOSURE

A reservation control unit reserving a receipt or record of a program includes a search request unit that requests a program information retaining unit retaining program information containing a program broadcast date/time and program contents, to search for the program information, a reservation request unit that requests a program reservation unit making a reservation of viewing or recording the program, to reserve viewing or recording the program. and an information obtaining unit obtaining information related to the program from contents of the program received by a program receiving unit. The search request unit makes the program information retaining unit search for the program information of the program related to the received program based on the information obtained by the information obtaining unit, and the reservation request unit makes a request for reserving a receipt of the program or reserving a record of the program based on the searched program information.